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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/041,959	01/10/2002	Kevin D. Fravel	FRAUEL-1	6921
7590 ERIC LAMORTE LAMORTE & ASSOCIATES P.O. BOX 434 YARDLEY, PA 19067		03/23/2007	EXAMINER VAN BRAMER, JOHN W	
			ART UNIT 3622	PAPER NUMBER
SHORTENED STATUTORY PERIOD OF RESPONSE		MAIL DATE	DELIVERY MODE	
3 MONTHS		03/23/2007	PAPER	

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	10/041,959	FRAVEL, KEVIN D.
	Examiner John Van Bramer	Art Unit 3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 10 January 2002.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1-15 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-15 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) Notice of References Cited (PTO-892)  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
 3) Information Disclosure Statement(s) (PTO/SB/08)  
 Paper No(s)/Mail Date \_\_\_\_\_

4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date. \_\_\_\_\_  
 5) Notice of Informal Patent Application  
 6) Other: \_\_\_\_\_

**DETAILED ACTION**

***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1-3; 5-10 and 12-15 are rejected under 35 U.S.C. 102(b) as being anticipated by Fajkowski (U.S. Patent Number: 5,905,246).

Claim 1: Fajkowski discloses a method, comprising the steps of:

- a. Providing a database. (Col 23, line 20 through Col 24, line 10)
- b. Registering manufacturers who provide coupons for their manufactured goods in said database, wherein each registered manufacturer is provided with a manufacturer's account. (Col 23, lines 20-64)
- c. Registering retailers who sell said manufactured goods in said database, wherein each registered retailer is provided with a retailer's account. (Col 23, lines 20-64)
- d. Registering consumers who may buy said manufactured goods in said database, wherein each registered consumer is provided with a numbered consumer account and an account card that contains said numbered consumer account. (Col 24, lines 11-53; and Col 29, lines 45-67)
- e. Providing a website where said registered manufacturers can post coupons and said registered consumers can select coupons, wherein said coupons selected

by said registered consumers are assigned to consumer accounts for those consumers in said database. (Col 5, lines 14-38; and Col 6, lines 20-43)

- f. Establishing a telecommunications link between a registered retailer and said database when a registered consumer purchases a product at a registered retailer and submits said account card at checkout, wherein data is exchanged through said link that determines if the consumer has previously selected a coupon for said product at said website. (Col 16, lines 11-34)
- g. Discounting said product at the registered retailer by said coupon if said coupon is present in the consumer account for that consumer. (Col 4, lines 15-63)

Claim 2: Fajkowski discloses the method according to claim 1, wherein said step of establishing a telecommunications link includes providing a card reading machine at each of said registered retailers, wherein each said card reading machine reads a consumer account from said account card and queries said database regarding selected coupons in that consumer account. (Col 22, lines 10-48; and Col 23, line 65 through Col 24, line 10)

Claim 3: Fajkowski discloses the method according to claim 1, further including the step of charging each registered manufacturer who posts a coupon on said website. (Col 23, lines 20-64)

Claim 5: Fajkowski discloses the method according to claim 1, further including the

step of reimbursing registered retailers for coupons redeemed using consumer account cards. (Col 23, lines 20-64)

Claim 6: Fajkowski discloses a method comprising the steps of:

- a. Providing a website where manufacturers can post electronic coupons and consumers can select posted electronic coupons. (Col 6, lines 20-43)
- b. Providing a database that stores electronic coupons selected by consumers establishing a telecommunications link between a retailer and said database when a consumer purchases a product from that retailer. (Col 125, lines 10-41; and Col 23, lines 20-64)
- c. Downloading data regarding an electronic coupon selected by a consumer from said database to said retailer over said link if said consumer is purchasing a product for which said consumer has previously selected an electronic coupon at said website, wherein said retailer can honor said coupon. (Col 15, lines 10-41; Col 16, lines 12-50; Col 17, line 22 through Col 18 line 25; and Col 23, lines 20-64)

Claim 7: Fajkowski discloses the method according to claim 6, further including the step of registering consumers who want to select electronic coupons from said website and providing each registered consumer with a card. (Col 3, line 51 through Col 4, line 14)

Claim 8: Fajkowski discloses the method according to claim 7, wherein said step of

establishing a telecommunications link includes the sub-steps of: providing a card reading machine capable of exchanging data with said database; and scanning said card of a consumer through said card reading machine. (Col 16, lines 12-34)

Claim 9: Fajkowski discloses the method according to claim 8, wherein said step of downloading data includes the sub-steps of: downloading data regarding an electronic coupon to said card reading machine; exchanging said data between said card reading machine and a cash register; and comparing said coupon to products being purchased by a consumer; deducting a coupon value if a coupon corresponds to a product being purchased. (Col 125, lines 10-41; Col 16, lines 12-50; Col 17, line 22 through Col 18 line 25; and Col 23, lines 20-64)

Claim 10: Fajkowski discloses the method according to claim 6, further including the step of charging each manufacturer who posts a coupon on said website. (Col 23, lines 20-64)

Claim 12: Fajkowski discloses the method according to claim 6, further including the step of reimbursing retailers for coupons redeemed. (Col 23, lines 20-64)

Claim 13: Fajkowski discloses the method according to claim 6, further including the step of registering manufacturers who provide coupons for their products in said database, wherein each registered manufacturer is provided with a manufacturer's

account and enabling only registered manufacturers to post electronic coupons at said website. (Col 23, lines 49-64)

Claim 14: Fajkowski discloses the method according to claim 13, further including the step of registering retailers who sell said products of said registered manufacturers, wherein each registered retailer is provided with a retailer's account and enabling only registered retailers the ability to redeem said electronic coupons.

(Col 23, lines 49-64)

Claim 15: Fajkowski discloses the method according to claim 13, further including the step of registering consumers, wherein each registered consumer is provided with a numbered consumer account and an account card that contains said numbered consumer account. (Col 3, line 51 through Col 4, line 14)

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 4 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fajkowski (U.S. Patent Number: 5,905,246).

Claims 4 and 11: Fajkowski discloses the method according to claims 3 and 6 respectively. Additionally Fajkowski discloses that manufacturers are registered (Col 23, lines 49-64) and redemption charges are presented to the manufactures (Col 23, lines 20-64). While Fajkowski does not specifically state that manufacturers are charged based upon the number of coupons that are distributed to customers, it is disclosed that the operator of the system is a "service provider" (Col 23, lines 49-64) and that manufactures typically spend advertising dollars in order to market coupons to the public (Col 1, lines 25-64). Additionally, it is well known that providers of marketing services often charge ~~on~~ based upon the number of customers reached. *ES* Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to charge manufactures based upon the number of coupons that were downloaded by the services customers. One would have been motivated to charge in this manner in order to directly correlate the manufacturer fee with the number of coupons provided and thereby provide the manufacturer with statistically measurable results for each type of coupon provided.

### ***Conclusion***

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Van Bramer whose telephone number is (571) 272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

*jvb*  
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